

# Captain Marketing Online Reviews

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As the leading Internet marketing company, Captain Marketing providing high quality SEO and Web Marketing Services in Alhambra and Calabasas CA area.

Captain Marketing, we won't trap you with lengthy contracts or complicated fee structures. One price per month does it all, and we only ask for 30 day written notice before you cancel! For almost a decade, we've been providing online marketing services to small and midsize businesses across the United States.

## **Social Media Savvy: Don't Forget This Mission Critical Task...**



The Internet offers heady freedoms for all of us worldwide, and protecting that neutrality is undoubtedly an important challenge for the rest of the century. And yet, as in any free society, there are sometimes those who take advantage of their anonymous status to work out a personal grudge, conduct a vendetta against a competitor, or just plain direct the bad feelings they have inside towards a

stranger. With all the review sites around and burgeoning social media participation, it's no longer optional to just see how your company is portrayed on the web "now and then." You need to conduct regular searches online for keywords that connect with your company, as well as to promptly address the questions and concerns that invariably come up on any social media or reviewing forum.

## **SEO Is Working Fine, Why Do I Still Need PPC?**

Once they start ranking on page one for organic search, some small to midsize businesses will begin to question whether it's really necessary to continue with a pay per click campaign. "But we're doing so well on the search engines!" a marketing manager will explain. "Is there any reason we need to continue with PPC?" First, congratulations. Getting to the top of the search engine results pages is no small feat, and you deserve accolades, both for great links and obviously meaningful keyword related content on your website. Clearly, you're doing something right. However, don't break your winning streak with a hasty exit from Adwords. Paid search advertising can be equally, if not more important than the organic search results.

\* Do you rank #1 for all your keywords on the organic search? If not, you need to consider maintaining-or establishing-your PPC campaign too. ROI driven PPC data will allow you test your keywords for maximum value per visit, information that will help you select terms for SEO optimization as well as your Adwords campaign. Furthermore, you'll also accrue other invaluable traffic and search information that can inform all your other marketing programs as well, on and off the Internet.

\*Consider rapid gains to traffic numbers that you get with PPC, compared to the incremental organic movement that comes with SEO. Search engine optimization takes time. PPC can be done overnight to get fast, targeted traffic onto your website. What company doesn't need new site visitors or quick results?

\*Grow your brand, online. With an effective Pay per Click campaign, you can connect your ads to the most relevant terms and pages for your website. In turn, you build consumer trust and an identity for your company that connects you to exactly the trends, products, and searches you want to be associated with on the internet.

### **Content Marketing: Make It a Party, Not a Lecture**



In terms of developing an effective strategy for your business on the web, content marketing is the phrase bandied about most often among SEO professionals and others. But what does it mean, exactly? Many companies interpret it as a license for long, rambling paragraphs on every landing page, or a blog with posts that never go beyond self promotion. Unfortunately, neither of these techniques reflects the real dynamism behind content marketing and what it can do for your company. Ultimately, rather than put the customer gently to sleep, the idea behind rich copy is to inspire your consumers to take action. This is the content they will in turn share with others, and that will garner you great rankings with the search engines, as well as a loyal consumer base.

Good content not only delivers a consistent message across the pages of your website and your blog, but it also provides answers to your customers before they're even able to frame the question. Rather than just telling consumers you're the best, show them instead with interesting, meaningful content they can use to grow and learn.

Captain Marketing believes in your right to privacy and data protection. We have created this privacy statement in conjunction with the Captain Marketing Web Privacy and Data Protection Policy with your needs in mind. The following topics address our information gathering abilities, our philosophy on handling personal data and our privacy practices.

We do not collect any Personally Identifiable Information (PII), unless specifically needed to provide you with the information and/or service that you are seeking. When collecting PII, we only use the information collected as required to provide the information/service that you requested.

We do collect limited information anonymously, such as your IP address, browser configuration, etc., your activity on the website, and the date/time of this event. We may set and access our cookies on your system in order to customize the delivery of our services to your preferences and for the purposes of tracking the effectiveness of our services. The site also collects data through a feedback form that allows users to request information about Captain Marketing and its products and services. For this purpose we request and collect users contact information, consisting of first name, last name, position title and email address. The form also allows a user to provide such other information as he or she may desire to provide. Information so collected is used solely for the purpose of responding to the request of the user. Such request may include provision of Captain Marketing news releases and if so, the users contact information will be used for mailings of such information by Captain Marketing. Users may opt-out of receiving future mailings; see the Opt-Out section below. Use of the site may require registration in some areas where Captain Marketing deems it necessary to track user information.

Registration may be required for proprietary information, marketing analysis, and/or lead generation. All personally identifiable information that is collected in the registration process will be housed on a database or databases in the United States of America and subject to the applicable laws of that country. Use of registrant's information will be used solely for the purposes of supplying marketing related material that the registrant has opted-in for in the registration process. Registered users will have the option to change permissions and opt-out of any and/or all communication.

With total transparency, regular reporting and 24/7 access to your latest performance metrics, we make it easy for our customers to measure performance and results. And with value-packed, affordable programs at every price point, we're also far more effective than more expensive marketing firms too.

### **Contact Information**

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**For more information please visit <http://www.captainonlinemarketing.com>**